



# 2012 Event Progress

---



***Presented by Doug Burt, AZGFD  
Winter 2013 HAWHG Meeting***

# Your Collective Efforts

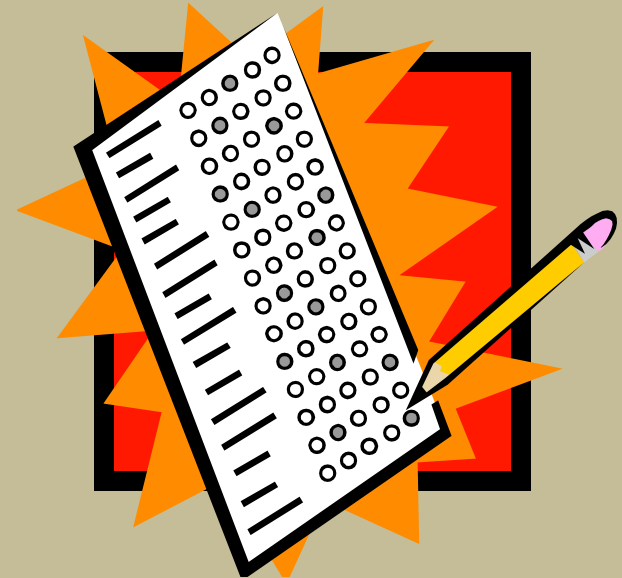
---

- 38 events for 2012-13 season
  - Events hosted all over the state, every region
  - All types of hunting activities represented
  - Small Game: dove, quail, squirrel, rabbit, duck
  - Big Game: deer, elk, javelina, turkey
  - Predator hunting and trapping
  - Shooting activities, wildlife, fishing and more
- Extensive partnerships at nearly all events
- 25 events completed to date

# Measuring up

---

- Continuing pre-event survey evaluation tool
  - Demographics
  - Experience level
  - Family experience
  - Interests
  - Contact information
  - How they heard of event



# What's it Used For?

---

- Track participants longitudinally (pre event, 1 year and 2 years)
- Identify programs (or elements) that produce best results for duplication
- Attract new partners to the HAHWG alliance (industry)
- Improve our marketing and advertising program



# Looking Back at Last Year

---

- 45 HAHWG recruitment events 2011-12
- 29+ organizations involved

*Note: launched mid-season, not all events captured  
419 surveys provided the following data:*

- 27% new to hunting
- 26% from non- hunting -fishing families
- 50% attended event before
- 95% plan to hunt in future
- 782+ primary participants
- 1904+ attended events

## **Phase 2 – 2011 participants**

---

- In June, sent post survey to 2011 participants
- Survey inquires about post activities since being mentored
- Direct mail process
- Approximately 380 valid contacts
- Received 80 responses to date
- Re-launching mailing to unresponsive contacts to get largest possible response rate

# What's happening now

---

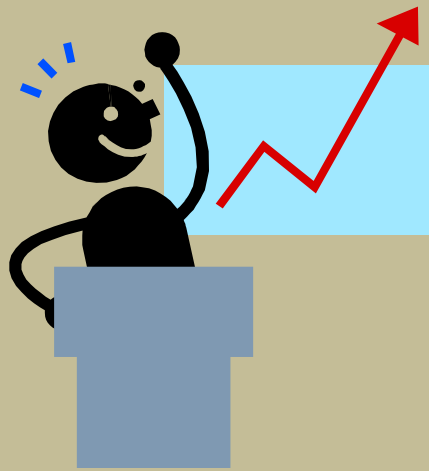
## **Phase 1 (pre): 2012 events**

- Continue surveying remaining events
- Collect completed surveys from past events
- Final report to be provided at Summer HAHWG meeting

## **Phase 2 (post): 2011 events**

- Resubmit survey to unresponsive contacts
- Final report to be provided at Summer HAHWG meeting





# Questions?

---